

Country Overview

AUSTRALIA HAS THE THIRD HIGHEST AMOUNT OF WEALTH PER ADULT IN THE WORLD



CAPITAL
Canberra

REGION
Oceania

GDP PER CAPITA, PPP
\$53,381

GDP
\$1.40 trillion

POPULATION
25.69 Million

AREA
7,741,220 km²

Australia has one of the largest and most developed economies in the world. It is a highly developed market economy with a strong focus on trade, services, and natural resources.

Australia's high-income mixed-market economy is rich in natural resources. It is the world's thirteenth-largest by nominal terms, and the 18th-largest by PPP.

The services sector is the largest contributor to Australia's economy, accounting for a significant portion of its GDP and employment. Key areas include finance, tourism, education, healthcare, professional services, and information technology.

Media Consumption Overview

TRADITIONAL MEDIA IS WELL ALIVE AND HERE TO STAY

Australia's advertising industry is expected to grow to \$23bn by 2023 with the bulk of growth being taken by internet spending

The media landscape in Australia is diverse and characterized by a mix of public, commercial, and independent media outlets.



Digital is on a steady growth



Australians spend 64hrs
21mins watching TV every
month



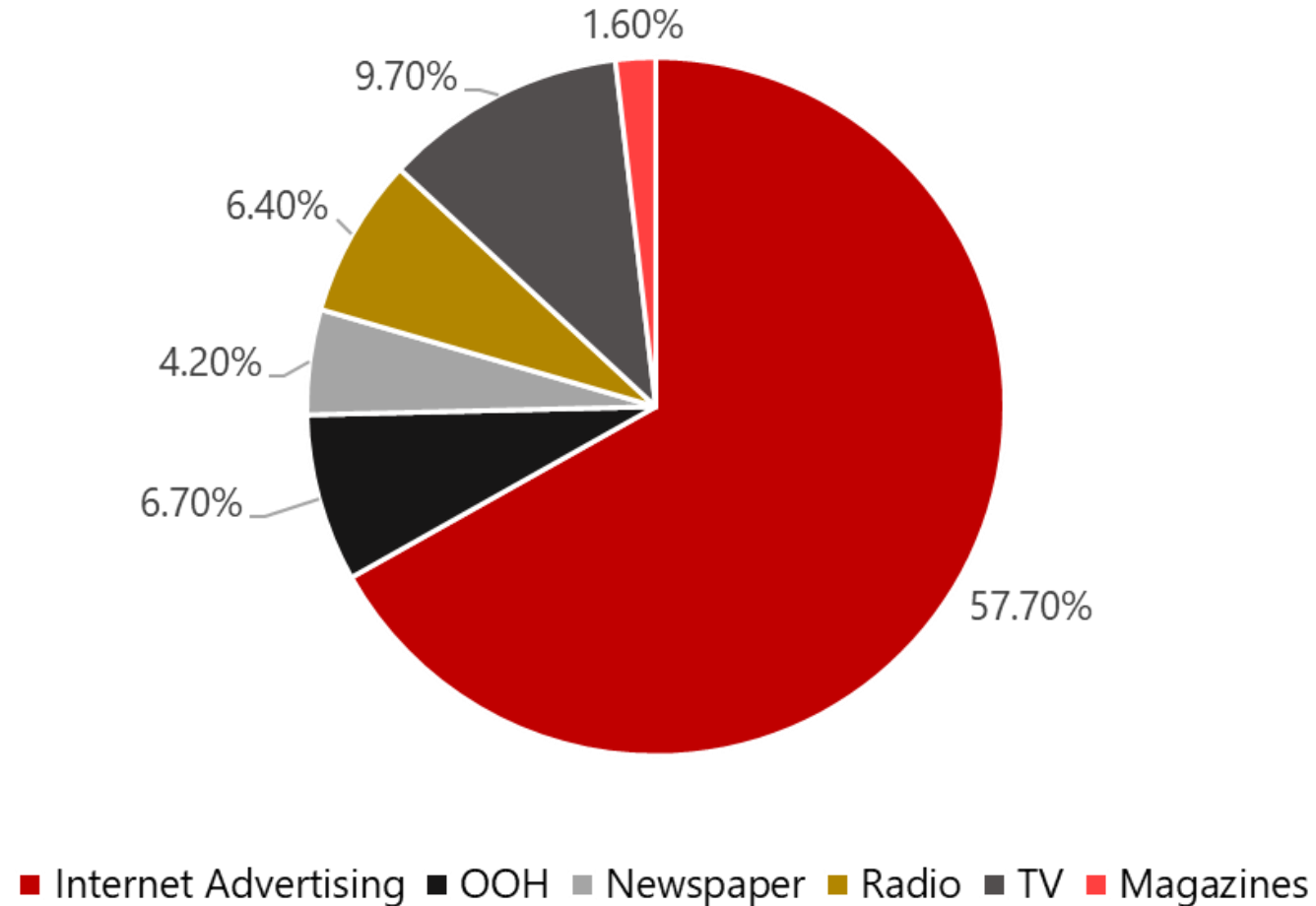
Australians spend 2hrs
7mins listening to radio
everyday



Print remains stable

Advertising Industry Expenditure by Medium (2023)

DIGITAL MARKETING IS DOMINATING THE ADVERTISING INDUSTRY





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